

POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

I hereby appoint::



Practitioners associated with the CUSTOMER NUMBER:

21967**OR**

Practitioner(s) named below:

| Name | Registration Number |
|------|---------------------|
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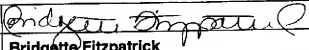
as attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents attached to this form in accordance with 37 CFR 3.73(b).

Assignee Name and Address: Map of Medicine Limited
10 Upper Bank Street
London E14 5JJ

A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/96 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.76(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.

SIGNATURE of Assignee of Record

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee.

| | | | |
|-----------------------|--|-----------|-----------------------|
| Signature |  | Date | JAN 05, 2009 |
| Typed or Printed Name | Bridgette Fitzpatrick | Telephone | (212) 649-2059 |
| Title and Company | Counsel Map of Medicine Ltd, (subsidiary of The Hearst Corporation) | | |

STATEMENT UNDER 37 C.F.R. § 3.73(b)

Applicant/Patent Owner: Michael Lewis STEIN, et al.

Application No./Patent No.: 10/808,142 Filed/Issued 3/24/2004

Title: **Medic-To-Medic/Map of Medicine**

Map of Medicine Limited, a Corporation
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ The assignee of the entire, right, title, and interest; or
An assignee of less than the entire right, title and interest.
2. ☐ The extent (by percentage) of its ownership interest is _____ %

in the patent application/patent identified above by virtue of either:

- A. ☐ An Assignment from the inventor(s) of the patent application identified above. The Assignment was recorded in the U.S. Patent and Trademark Office at Reel _____, Frame _____, or a true copy of the original assignment is attached.

OR

- B. ☒ A chain of title from the inventor(s) of the patent application/patent identified above, to the current assignee as follows:

1. From: Michael Lewis STEIN; To: Medic-To-Medic Limited
Epstein OWEN

The document was recorded in the Patent and Trademark Office at
Reel 015198, Frame 0425, or for which a copy thereof is attached.

2. From: Medic-To-Medic Limited To: T&F Informa UK Limited
The document was recorded in the Patent and Trademark Office at
Reel 016741, Frame 0909, or for which a copy thereof is attached.

3. From: T&F Informa UK Limited To: Informa UK Limited
The document was recorded in the Patent and Trademark Office at
Reel 020169, Frame 0126, or for which a copy thereof is attached.

- ☒ Additional documents in the chain of title are listed on a supplemental sheet.

As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

(NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08.)

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

1/14/09
Date

Jeffrey Scott Leaning
Signature
Typed or Printed Name

Registration No. 51.184

Title

B. ☒ A chain of title from the inventor(s) of the patent application/patent identified above, to the current assignee as follows: *cont'd*

4. From: Informa UK Limited To: Map of Medicine Limited

The document was recorded in the Patent and Trademark Office at

Reel 021566, Frame 0619, or for which a copy thereof is attached.